

SIXTH FORM TRANSITION BULLETIN

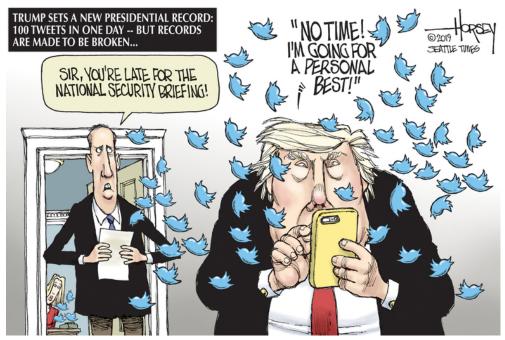
EDITION: 6

Dear Year 11,

We are living in fast moving times where innovations such as Zoom, Microsoft Teams and Tik Tok can go from unknown Apps and Software to suddenly become mainstream in a few weeks to a socially distanced world. These new innovative technologies can allow us to connect and communicate in new innovative ways like never before. When the first Iphone was released in 2007 by Steve Jobs from Apple...a social media revolution was awakened and what are now regarded as everyday parts of our lives: Facebook, You Tube, Twitter and Instagram became firm favourite ways of communicating with our closest and dearest but also to a vast global audience.

The Arab Spring Revolution in 2011 where significant political upheaval occurred in Egypt, Libya and Tunisia was the first time that the world saw the true power of Social Media.

Today, we see just how influential Social media can be with one of the most powerful politician's on the planet Donald Trump using Twitter to bolster his support in a key election year to how the outrage over the George Floyd murder in Minneapolis has amplified the Black Lives Matter movement across the planet



As a young emerging adult looking for new contacts, opportunities and a successful career...creating a strong brand and portfolio on social media platforms is really important. According to the latest research over 75% of university admissions departments and 80% of employers now use applicants' social media profiles and activity logs in determining whether they secure a degree or job offer. We focus particularly in this edition on how you can over the Summer and into your Sixth Form education strengthen your social media presence and profile to give yourself that foothold on your career ladder.

Please do not hesitate over the next 10 weeks to email me on : moloneya@barkingabbeyschool.co.uk should you have any queries or concerns no matter how small regarding this key transition to Key Stage 5.

Thanking you

Mr. Anthony Moloney Head of Sixth Form

Last week's Brain Teaser: 26 Really Tricky Riddles...How Many Did you solve?

- 1. What has to be broken before it can be used? An Egg
- 2. Jimmy's mother had three children. The first was called April, the second was called May. What was the name of the third? **Jimmy**
- 3. What begins with T, ends with T, and has T in it? A teapot
- 4. What has a head and a tail but no body? A coin
- 5. You can hold it without using your hands or your arms. What is it? Your breath
- 6. It's so fragile even just saying its name can break it. What is it? Silence
- 7. What building has the most stories? The library
- 8. What tastes better than it smells? Your tongue
- 9. What gets broken if it's not kept? A promise
- 10. It's been around for millions of years, but is never more than a month old. What is it? The moon
- 11. Feed me and I will live, but give me a drink and I will die. What am I? A fire
- 12. You throw away the outside, eat the inside, then throw away the inside. What is it? Corn on the Cob (Sweetcorn)
- 13. What can you keep after giving it to someone? Your word
- 14. What has four fingers and one thumb, but isn't alive? A glove
- 15. What smells bad when living but smells good when dead? Bacon
- 16. What can never be put in a saucepan? Its lid
- 17. I live in my little house all alone. There are no windows or doors, and if I want to go out I have to break through the wall. What am I? A chick in its egg
- 18. What cannot talk but will always reply when spoken to? An echo
- 19. Three doctors said that Bill was their brother. Bill said he had no brothers. Who was lying? **No one. The doctors were Bill's sisters**
- 20. Take away my first letter, then take away my second letter. Then take away the rest of my letters, yet I remain the same. What am I? **A postman**
- 21. The more that there is of this, the less you see. What is it? **Darkness**
- 22. I am a box that holds keys without locks, yet my keys can unlock your deepest senses. What am I? A piano

- 23. Two fathers and two sons are in a car, yet there are only three people in the car. How is this possible? **They are grandfather, father and son**
- 24. What has one eye but cannot see? A needle
- 25. I have seas with no waters, coasts with no sand, towns without people and mountains with no land. What am I? A map
- 26. It belongs to you, but other people use it more than you do. What is it? Your name

Here are 9 Quickfire Puzzles for the week ahead:

- 1. A man stands on one side of a river, his dog on the other. The man calls his dog, who immediately crosses the river without getting wet and without using a bridge or a boat. How did the dog do it?
- 2. A sundial has the fewest moving parts of any timepiece. Which has the most?
- 3. What is unusual about the following words: revive, banana, grammar, voodoo, assess, potato, dresser, uneven?
- **4**. What makes this number unique -- 8,549,176,320?
- **5.** Put a coin into an empty bottle and insert a cork into the neck. How can you remove the coin without removing the cork or breaking the bottle?
- **6**. Two boxers are in a match scheduled for 12 rounds. (Pure boxing only no kicking, UFC takedowns, or anything else). One of the boxers gets knocked out after only six rounds, yet no man throws a punch. How is this possible?
- 7. In 1990, a person is 15 years old. In 1995, that same person is 10 years old. How can this be?
- 8. A man takes his car to a hotel. Upon reaching the hotel, he is immediately declared bankrupt. Why?
- **9.** What do these words have in common: polish, job, herb?

Answers in next week's edition

Preparing for the world of work

Alongside your academic qualifications, personal qualities and skillset, one of the key instruments that is used to 'put yourself out there' in the competitive job market is creating a strong and eye-catching Curriculum Vitae (Latin for 'Course of Life') ... a CV. You will find the LSE Careers Department Guide to CV and Cover Letters in the General Preparation for Sixth Form area of our website.



CV Layout Tips

Having an up to date CV is vital when preparing for a future career. Writing a good CV is often a challenging process as the various skills and experience needed for each job role will be different. In each case, you should most definitely adapt your CV for every job role you apply for to make sure that the most valuable skills stand out and the tone of voice is appropriate.

The layout and content are also just as important, as that is the first thing the employer will read about you, so make sure you stand out from the crowd. Employers are looking for skills and experience that make you suitable for the job role, so ensure that you show very clearly why you would be a good match for the job in your use of chosen skills.

A good CV will stand out because it clearly shows the employer why you are an appropriate candidate for the job, without having too much information on the page.

CV Opening Statement

This first part of your CV is critical, as it is the first part that an employer will look at and read. There should be an opening statement placed directly underneath your contact details.

In this statement, it should provide a snapshot of your appropriate skills and experience that match up to the job description of what you are applying for. Do not use cliché terms and overused phrases, as this will not make you stand out.

You need to consider why you are appropriate for the job and what you can bring to it. Try and think of original terms that will make your CV look more considerate. Show that you have read the job description and understood the job role. Your CV needs to catch the employer's attention by showing them you are a good fit for the job.

CV Education Section

Your education and qualifications should also be featured just before your work experience and past part-time job roles, this allows you to show the relevant skills you have obtained from your education, and how that makes you an appropriate candidate and adds to your existing work.

You must ensure that each qualification is listed with the date it was awarded and from which institution.

CV Achievements Section

The middle section of your CV should include your past job roles, experience and achievements. When it comes down to condensing experience onto a piece of paper, it can be quite difficult. But it is crucial to try and aim to keep your CV on one piece of paper as this will make it more concise, simple and easy to read. Remember the employer will be reading hundreds of CV's so you want to make yours as much of an easy read as possible.

All of the information detailing your previous work experience should ideally be bullet pointed, rather than using long paragraphs, this will make it easier for the employer to read and pick out your essential skills for the job. It also allows you to really focus on the important information that makes you appropriate. Having all of this in bullet points means that the vital bits of information about you are not lost amongst lots of text.

CV Hobbies and Interests

Finally, in the end section of your CV you should include your interests appropriate to the field of work you are looking to enter, and also your references.

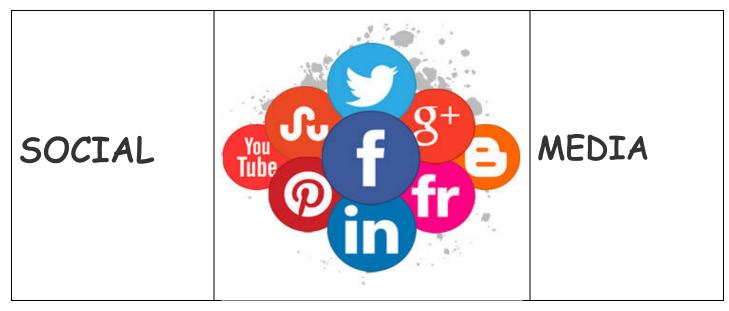
Your interests are important as they help show off what type of person you are. Use this as an opportunity to show how your hobbies and interests, that are appropriate to the specific industry or job roles.

As this is the last part of the CV that the employer will read, it needs to stand out and be memorable. So try and include things that will make your CV more interesting and unique than others.

References on CV

When it comes to references, these should be placed right at the end of the CV.

It is often standard practice to write "References available on request" as it gives you more space on the CV to include your skills and experience. Having just two references is usually sufficient, this can include a written reference from a college/school tutor.



This week, In addition to producing an impressive CV, we focus on the importance of you creating that strong and eyecatching social media presence. Below is an A-Z of some platforms that you should start exploring to get yourself noticed.

The A to Z of social media for academically minded students

A IS FOR	About.me: If you don't have a website, this is for you. It aggregates your social media content, giving you a stylish, one-page website.			
	Academia.edu: Share your research, papers, track their impact, follow colleagues.			
	Amazon Author Central: Create a profile page, add your authored books, link to social media, upload videos.			
	AnswerGarden: A neat little tool used for real-time audience participation.			
	Audiense : Formerly SocialBro. Analytic tool and social media management platform.			
	Basecamp: High-powered project management platform.			
B IS FOR	Bitly: Save, search and organise all your links from around the web. Group them into bundles. Share them with friends.			
	Box: If you need more cloud storage before going pro elsewhere, here's 10gb more (250mb individual file limit).			
	Buffer: A tool to help you manage your social media postings, it auto-schedules posts; you just need to remember to keep it topped up.			
	Canva: Various graphic design tools, including mood board creation.			
CIS	Chanty: Organise team conversations.			
FOR	Coggle It: Collaborative mind-mapping tool.			
	CreateSpace: Part of Amazon, helping you self-publish all those books you've written.			

Devonthink: A useful way to store and manage your work and related media. Finds connections between content where you perhaps wouldn't find them. D IS Diaspora: Another Facebook, but with better values..... has good networking FOR... potential. **Digg:** User-rated news delivery service, sharing what's buzzing online. Diigo: Research and collaborative research tool and a knowledge-sharing community and social content site. **Divr.it:** A service that allows users to link their various social networking tools in order to reach a larger and disparate audience. **Doodle:** A useful way of scheduling meetings or making group decisions. **Dropbox:** For making sure the essentials are backed up and sharing large files. Emaze: If you are bored with PowerPoint and scared of Prezi, then try emaze. It's pretty snazzy. E IS **EndnoteWeb:** The online bibliographic package for storing your reading lists. FOR... **Eventbrite**: Socially friendly ticket management system for events. **Eventifier:** Create archives of events. EverNote: If you like taking notes at lectures and classes and want to share them, or just have them accessible across devices, this works. **ExplainEverything:** iPad app to do screencast lectures, import multimedia and more. Facebook: Social networking with colleagues and for friendship groups. The biggest social network in the world. F IS FOR... FigShare: Allows researchers to publish all of their research outputs (presentations, figures, papers, data, etc) in seconds in an easily citable, sharable and discoverable manner. **FilmoraGo:** Mobile app for video editing with a good range of functions. Flickr: For curating and sharing image sets, finding resources and amazing royalty-free images. FrontiersIn: The Frontiers Research Network is a science publishing platform with a social networking dimension. Github: Powerful collaboration, code review and code management for open source and private projects GIS FOR... Glisser: Turbo boost your live presentations with this interactive social platform.

Google Docs: For collaborative writing.

Google Hangouts: Google video chat app.

Google Scholar: Recently providing additional services, such as Google Authors and citation tracking for you or people you rate.

Google Slides: Create beautiful presentations with real-time Q&A board link from slide screen.

H IS FOR...

Haiku Deck: A whizzy online presentation app that cleverly embeds imagery from around the web, making it super speedy to make things pretty.

Hootsuite: A very nice app to bring together all of your social media accounts in one place.

HubZero: Open source software platform for creating dynamic websites that support scientific research and educational activities.

I IS FOR...

iAmScientist: Global community of science, technology and medical researchers who come together to accelerate research, support career development and drive the distribution of discoveries.

InCell VR: Action/racing game with a bit of strategy and science thrown into the mix in a rare and highly unusual micro world of a carefully recreated human cell.

InMind VR: "InMind allows the player to experience the journey into the patient's brains in search of the neurons that cause mental disorder."

InMind 2 VR: Explores the chemistry behind human emotion, inspired by Pixar's *Inside Out.*

Instagram: Widely used picture-sharing and storytelling tool.

ifttt: "If this, then that" is a service that allows users to connect various channels (e.g. Facebook, Twitter, RSS Feeds, SMS, etc) and to create recipes. A recipe includes a "trigger" (if this) and an "action" (then that).

Infogr.am: Who needs a bar chart, when you can present stats in a creative, social format?

Instapaper: Keep track of articles, websites and anything you don't have time to read immediately but want to save for later.

Issuu: To upload your pre-prints in a beautiful format for online viewing.

iTunes: A place to upload and share your media content.

J IS FOR...

Jiscmail: Old school social media using email lists. Loads (and loads) of higher education groups.

JoinMe: Video chat.

JournalMap: A scientific literature search engine that empowers you to find relevant research based on location and biophysical attributes combined with traditional keyword searches.

K IS FOR...

Kahoot: Create, play and share games, make your own quiz or poll

Keep: Google's notemaking app, very quick and easy to use. Use hashtags within a note to a group.

Kialo: A really cool debating platform, bringing clarity to complex issues.

Kred: A visual history of your social media influence.

Kudos: Designed to help you increase the impact of your published research articles by tracking the most effective networks for getting your work discussed and cited.

L IS	LinkedIn: If you don't have a website, and want an online CV, then your LinkedIn profile can substitute. Also home to lots of great discussion groups.
FOR	Lino: A Post-it, or virtual pinboard, with bells on.
	Livestream: Create and watch live broadcasts.
	Medium: Popular blogging site.
M IS FOR	MeetUp: Great way to create events and communities around them.
1011	Mendeley: Reference manager and academic social network that can help you organise your research, collaborate with others online, and discover the latest research.
	Mentimeter: Mentimeter is an easy-to-use tool that makes facilitators and presenters look like stars.
	Mix: Curated news feeds around specific subjects.
	Morfo: Create an avatar from your photo and make it say and do anything (such as read a cyborg article from the future that you've written?
	NewsNow: Brings together news stories on a topic, ready for sharing.
N IS FOR	Notion: The all-in-one workspace – for notes, tasks, wikis, and databases. It even has an academic free licence.
	Overleaf: A real-time collaborative writing and publishing tool
O IS FOR	
P IS	Padlet: Blank wall on to which you can write, embed and link images and video. Useful for brainstorming, mind mapping, and live collaborative collage.
P IS FOR	
_	brainstorming, mind mapping, and live collaborative collage.
_	brainstorming, mind mapping, and live collaborative collage. Paper.li: Create digital daily newspapers around specific keywords.
_	brainstorming, mind mapping, and live collaborative collage. Paper.li: Create digital daily newspapers around specific keywords. Pinterest: Social website pinboard to keep track of things and share them. EXAMPLE Pocket Discover an interesting article, video or web page, save it to your Pocket feed and
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FOR	 brainstorming, mind mapping, and live collaborative collage. Paper.li: Create digital daily newspapers around specific keywords. Pinterest: Social website pinboard to keep track of things and share them. EXAMPLE Pocket Discover an interesting article, video or web page, save it to your Pocket feed and view it later. Popplet: Collaborative mapping tool. Prezi: Spice up your presentations with the zooming software, now with 3D. Quora: Ask a question, find an answer. Subject and topic guides. One tool to initiate
Q IS FOR	brainstorming, mind mapping, and live collaborative collage. Paper.li: Create digital daily newspapers around specific keywords. Pinterest: Social website pinboard to keep track of things and share them. EXAMPLE Pocket Discover an interesting article, video or web page, save it to your Pocket feed and view it later. Popplet: Collaborative mapping tool. Prezi: Spice up your presentations with the zooming software, now with 3D. Quora: Ask a question, find an answer. Subject and topic guides. One tool to initiate research development. Random42: A great VR platform showing biomedical content. ReadCube: This powerful platform gives you a portal to everything, for article discovery,
Q IS FOR	brainstorming, mind mapping, and live collaborative collage. Paper.li: Create digital daily newspapers around specific keywords. Pinterest: Social website pinboard to keep track of things and share them. EXAMPLE Pocket Discover an interesting article, video or web page, save it to your Pocket feed and view it later. Popplet: Collaborative mapping tool. Prezi: Spice up your presentations with the zooming software, now with 3D. Quora: Ask a question, find an answer. Subject and topic guides. One tool to initiate research development. Random42: A great VR platform showing biomedical content. ReadCube: This powerful platform gives you a portal to everything, for article discovery, storage, and annotation.

S IS FOR...

Scoop.it: Create a themed magazine.

Scribd: Share your documents in a large social community.

SiteSucker: Lets you download whole websites for later analysis/processing.

Slack: Powerful project management and collaboration tool – cut down on email and get closer to inbox zero.

Skype: For videoconferencing on the fly.

SlashDot: Self-described "news for nerds" platform. Science and tech related.

Slideshare: As it says, upload your documents/slides for public viewing.

SnapChat: Creative content without a footprint (deletes after a day) and another way to reach each other. Popular with students.

SoundCloud: For anyone wanting to share or find audio material, this is a neat solution.

Spotify: Well known for listening to music, but you can also upload.

Squarespace: Website building platform.

Storyful: Helps newsrooms discover and verify the best content on the social web.

Survey Monkey: As it sounds, create surveys and share them.

T IS FOR...

TEDx: "Ideas worth spreading" start off local. Visit these events for great insights into the next thought leaders. Many are run by academics.

Televzr: Download videos from YouTube, Vimeo, etc.

TikTok: Instagram on steroids, but with a bigger youth focus, lip-synch to sound tracks and share your insights.

TiltBrush VR: paint in 3D.

Tout: Capture 15-second video updates and publish them in real time to your social networks.

Tumblr: Popular blogging platform.

Tweetbot: Twitter client for MacOS and iOS devices, lets you have multiple Twitter feeds (e.g. different hashtags) open at the same time. Useful for conferences.

TweetDeck: The Twitter-owned space to monitor and tweet.

Twitter: A microblogging platform to end all others. **EXAMPLE**

Twitterfall: Visualise tweets during a conference to create another layer of activity.

TWUBS: Register a hashtag and help people find your event/project, etc.

Typeset: Write your journal manuscript in the cloud with autoformatting to your chosen journal.

U IS FOR...

Udemy: "Academy for U"? Join, upload a course, slides, video lectures, and even charge for it. A new marketplace for university short courses

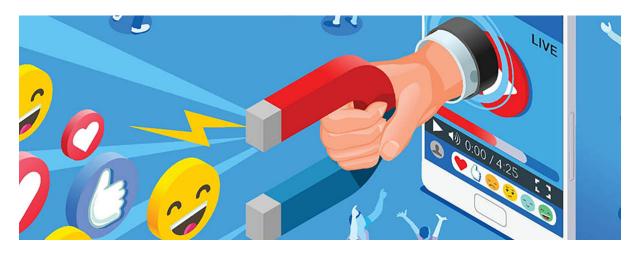
Ustream: If you don't have technical assistance to film your event, Ustream does it for you with a few clicks.

	Vimeo: If the short upload limit on YouTube doesn't suit your needs, then upload to here.		
V IS FOR	Visme: Powerful infographic platform.		
W IS	Wakelet: This platform may mean that you don't need a website anymore. Pinterest on steroids.		
FOR	WhatsApp: Private messaging mobile app with encryption, owned by Facebook and be can be used on a browser too.		
	Wikipedia: an encyclopedia of facts and information on a wide range of topics, people and events		
	Wix: Simple website creation platform.		
	Wizdom.ai: Create word clouds from data to understand the influence and importance within text.		
	WordPress: Popular website creation platform.		
	Yammer: Private social network for use within an organisation or group.		
Y IS FOR	YouTube: Still the most popular video upload and share destination.		
	Zoom: Video conferencing facility		
Z IS FOR	Zotero: A bibliographic tool that also helps you share resources.		



11 tips to build a social media presence

So, you're looking to build a social media presence for yourself, but where do you start? It can seem daunting building from the ground up, so here are 11 ways to successfully create, maintain and grow your social media presence.



1. Ask yourself 'why am I on social media?'

It appears that everyone and their dog is on social media today, so you might be thinking 'well, if everyone else is on it then I should be too!' which is a fair point. However, you should really be asking yourself 'why am I here? What do I want to get out of it?' Setting yourself goals and targets and having a clear idea of the kind of content you want to share is a great place to start. Think about the direction you want your platforms to grow; set yourself SMART targets and gather content ready for posting. This will give you a purpose and stop you sharing content aimlessly.

2. Make sure you use the right platforms for you

Choosing the right platform is just at crucial as setting yourself targets. It's important not to overwhelm yourself by trying to get famous on every platform going. If you're in the business industry, Facebook, Twitter and LinkedIn might be best for you, whereas if you're a photographer or artist, then perhaps more visual platforms such as Instagram and Pinterest are more beneficial. If you're a bit stuck as to where to start, then put your focus on Facebook and Instagram; both platforms are the most used in the world with over one billion monthly users on Facebook alone.

3. Let your audience know you're on social media

Any successful platform begins with a following, and it can be difficult to get one when starting from scratch. While some platforms let you invite your own friends to like your page, you should be letting your followers know where to find you too. Including your social handles in emails or on print can be a good way to get the word out that you're online. You can easily link your social profiles to your website or if you're in a physical location, like a shop or at a festival, you can always put up a 'Follow us!' sign.

4. Optimise your profiles

The word 'optimisation' can sound like a lot of hard work, but it's an easy and necessary thing to do to make your brand stand out on social media. Making sure your pages have all the right information filled in and are consistent in their branding is key; a half-completed Facebook page with poor imagery isn't going to get much traction. It's important that anyone stumbling across your page instantly recognises who you are, and thinks 'these guys look professional and know what they're doing'. If you need a bit of help, there are plenty of how-to guides online with step-by-step tips on how to optimise for particular platforms.

5. Keep an eye on algorithms and updates

As we all know, Facebook was the first to implement a wizard-like algorithm, seemingly reading your mind and deciding what content to show you. With most platforms now using some level of algorithm, harnessing the power of the algorithm can give your presence a huge boost. For example, Facebook gives priority to visually engaging content over less visual content, such as plain text. The mere act of adding a photo to your status update can make a huge different to how many people see your post. That's why you see a lot more videos on your Facebook newsfeed than weird status updates from your estranged aunt.

6. Create an editorial schedule

There's nothing more important to a successful social media presence than posting regularly and being on time which can be difficult to do if you don't plan ahead. By creating an editorial schedule, you'll stop yourself from repeating yourself or forgetting to post. Creating a schedule means you can plan exactly what and when you're going to post, leaving you time to create content and, more importantly, getting on with actually running your life rather than panicking about finding something to post. You can plot in key dates, compare different platforms, and see exactly how often (or not) you're getting stuff out.

7. Keep it fresh

Don't be that person who posts the same link over and over again. We've seen it before, we don't need to see it again. Audiences like to see fresh, new and exciting content that cuts through the noise and competition (and trust us, there is a lot of competition). Try and create content that is bespoke to you and your business; something that will stop a reader from scrolling past and lets them engage with you. If in doubt, go for something visual like a video or well-designed photo montage. Don't be afraid to experiment. It's also important that you don't over-share one thing. If you have an important message you want to get out to as many people as possible, think about the different ways you can do this.

8. Don't push the hard sell

If there's one thing to keep in mind when posting on social media, it's this: people do not like to be sold to. Think about how you feel in Lush when the sales assistants try to force you into buying that bar of soap, or when you get that phone call trying to sell you window insurance. It can feel intrusive and can put you off interacting with that company again. The same goes on social media. As mentioned before, there are more ways than one to say something, and the same goes for selling. It's a great chance to get creative and not be too obvious in your sales tactics. Leave that for your email campaigns.

9. Jump on the bandwagons

We've all seen trending hashtags on twitter and companies jumping on them to endorse their products. While in some instances it can be cringe, it's actually a fantastic opportunity to join a global conversation and a chance to show off your' brand's' personality. It's also a brilliant way to get your name out to new followers who may be interested in you. Consider using popular, specific hashtags to expose yourself to a particular audience like #CharityTuesday or #WorldMentalHealthDay.Be cautious of making up hashtags or using the wrongs ones. Not only will you not reach the right audience, it can make you look a bit out of the loop.

10. Interact with your audience

The clue is in the name: 'social' media. Don't be a faceless profile seemingly talking to an anonymous hoard of people. Not only should your content create conversations and be engaging, it's okay to interact directly with your audience. Responding positively to comments, answering messages, encouraging conversation; all of these are ways to let your audience know who you are and make them feel like you care about them. If they feel like you're thinking about them, they are more likely to continue interacting with you and possibly even encouraging their friends to do so too.

11. Learn from your mistakes and successes

An important part in building a strong social media presence is knowing what works and what doesn't work for you. Making use of platforms built in analytics systems, or using listening tools like Hootsuite, Sprout Social or Sum All means you can get a glimpse at what your audience likes most, and can help you measure against the targets you've set. There's not point repeating the same action if it's not getting the response you want. You may learn that your Instagram audience loves a particular kind of post more than others, so you want to make more of that type of content, or alternatively you see your Facebook followers interact less with external URL posts than ones to your own website, so you create more blogs.

How to make your Twitter account stand out.



1.) Find your voice by picking 3 words that describe you the best

Trying to take 3 words that describe you the best helps a great deal to stay focused on a limited number of topics. Especially when starting out on Twitter, it is a great way to define what you might be Tweeting about the most. It will allow you to build a following around these topics and make everything you share a lot more relevant for your network.

2.) Get into a regular Tweeting routine

Sharing on a very regular basis can bolster your follower uptake. Achieving such a standard can only come with regular Tweeting. A lot of people indicate that this can take too much time away if you want to get other things done. In reality, people find that they can build this into their daily routine, by spending only about 10 minutes on this every day.

3.) Personalize Tweets more

Making Tweets truly reflect your own voice doesn't only come by picking topics you believe in. It is far more vividly expressed through your headlines. Picking out quotes from tweets and retweeting them can be very effective You can also try to add personal thoughts to the headline alongside. Another way is to show a distinct sign of appreciation for the author.

4.) Be transparent and show liveliness

With your personal account you can show a lot more liveliness telling your followers what you are up to. Of course, telling others about every meal you are having might push it a little!

5.) Attend offline and online meetups



Participating in various offline and online events that are related your Twitter presence can also be very powerful to grow your personal network. **Searching on Meetup for various events happening in your area based on your interests** is a great way to connect to more Twitter friends in real life.



How to write an engaging blog

Blogs are another platform where you can highlight your skills, research and knowledge to prospective professionals and employers.

General best practice on writing a blog

- (1) The importance of a title Writing a catchy title can help people get interested in your post. In an academic context especially, it might be good to show your audience that your content can be just as entertaining as a good book or social media. Make sure you reveal the theme of your content in those first words. Be wary: being catchy does not mean turning to clickbait. It is favourable if your reader knows exactly what they will be reading about in this context.
- (2) **Spoilers can be good!** This counts for more than your title. Don't tease your audience and wait to tell them exactly what they'll be reading about: state your theory, argument or theme from the very beginning. You might want to use headlines and summaries to give readers a little snapshot of what your writing will consist of.
- (3) 'You talkin to me?' Decide on a tone for your blog. It is true that writing for an academic blog is not like writing a dissertation. However, this does not mean it is the same as writing a caption for an Instagram picture of your holidays. It is crucial that you reflect on who your audience is going to be and adapt your tone to match that. Make sure your blog posts are honest and relatable if people are reading a blog about your theme and not an article, it is to get a sense of the author as well: don't forget to be you.
- (4) **Make your content scannable** How are you going to organise your thoughts? There are different ways to blog. Some might prefer to directly address the audience and mimic direct speech whilst others might want to narrate in a reflective manner. This is a decision you can make based on the type of blog you will decide to use. A key point to structuring and formatting your blog is to <u>make it scannable</u>: people will get a visual idea of your blog before they even get to reading it.
- (5) **'Oh I just skimmed through...'** Keep your paragraphs and sentences short: most people only read 20% of a page. Having fun with language can be fantastic but simpler writing will help people relate to what you are telling them whether they know about the subject at hand or not. Use headings to break your page up so it is easier to scan. Find out more about how people read on the web.
- (6) **What is that about?** Asking your readers questions can be a great way of involving them. When writing, ask yourself 'why should they care?'. You don't only want to be recounting your thoughts, you want to be

sharing it with other people. Making the reading experience more interactive will make people feel involved and interested.

- (7) **Make it visual!** <u>Adding media</u> to your blog can be another great way of making readers relate and feel part of your experience. Visual tools can help your reader see what you are describing, but they can also give them the opportunity to relax from the reading effort. This is especially the case if your writing is a quite dense academic text. Images add an interesting opportunity for formatting, structure and narration.
- (8) **Proof-read, get critical and edit!** This is perhaps most people's least favourite part. Sadly for you it is essential: proof reading and editing your text will help you cut out pieces that aren't useful. Getting a friend/colleague to read it for you will give you another perspective on your work and enable you to assess whether you have written for the right audience. Do not be afraid to ask for feedback. Getting feedback should be a very constructive and helpful process.
- (9) **Archiving appropriately** -There is nothing more confusing for readers who are looking through your content than having a monthly site archive and no search bar. Make sure people can find what they are looking for without having to click a million times. Categorising and tagging posts is not time consuming and can be really helpful for your audience.
- (10) **Don't let readers forget about you!** Posting regularly and promoting your work is especially important if you want people to visit your blog regularly. Creating a schedule might help you keep on track because posting regularly means you have write regularly. Thankfully, there are many ways for you to promote your work other than relying on loyal readers. Social media links and enabling search engines to index your blog can help so make sure that you explore your settings to maximise your crowd.

Guidance for specific types of blogging

Do you need more personalised guidelines? Here are some writing tips based on professional and community type blogs.

Blogging for professional development

- Scrap the title your name is the best option for a title.
- The importance of your blog structure Structuring your blog is especially important as you want to look professional, accessible and easy to contact. If content is hard to find, people are more likely to simply leave your page. Make your readers' browsing experience as easy as possible by inserting a header with different pages: a bio, contact details, role, track record.... Make sure your content is extremely scannable and potential employers can find your contact details at any moment.
- Opting for a professional tone As you are showcasing your professional potential here, it is important that you match your tone to what you are saying. While you want to demonstrate a positive attitude and motivation it is important to show a reflection of what is acceptable within the workplace.
- Writing a great bio This section might be the only one employers consult: it is crucial that you spend time writing a bio that is compelling and matches the sector you work in. While it might be optimal, for example, for a radio presenter to make multiple puns, a recently graduated student might want to write more professionally. This is your decision to make depending on what you believe will showcase your potential best.
- **Details** It is crucial for you to include as much detail as possible in your pages and posts. Write the full titles of recent posts or studies, include the department or School and stay consistent with spelling and capitalising.
- Formatting for clear, concise information There are many ways to make your content scannable whilst being precise: consider breaking long sentences into bulleted lists, for example. Use headings liberally. Make your blog look nice using other, non-text, media.
- **Being employable also means being approachable** Linking external professional profiles can be a great way to expand your readers' experience. Contact past schools and employers to ask if you can link them into your blog this will help employers to get an idea of your past workspaces.

- Remember your digital footprint These days, employers will not be afraid to do some research on potential employees: holiday photos might not be your most flattering facet so make sure you are aware of your digital footprint. Updating and editing your different social media outputs is an idea to consider. Want more information about your digital footprint? Learn about it through the [University's guidance page] on how to present yourself online.
- Make sure you update your profile It would be a shame for you to forget to mention your latest achievement just as it would be a pity for an employer to come across information that is expired. Make sure you update your profile every month or so.

Blogging about community or student experience

- **Be personal!** It may be possible for you to stray from the strict Academic style you might have to use in other blogging instances. Let a little bit of your personality shine through while staying professional.
- **Reflect on your own experiences** This is an account of your personal experience. Try to base it on things that have happened to you rather than outside sources or peers' ideas. People want to read more about this community through your own eyes.
- Remember you are writing for a group While we want the writer's tone to be explored, do remember you are writing about your experience within a larger group. Don't forget to reference your community, whether College, School, departmental, unit or student based.
- Help people understand what your community is like from the outside Explain specific terminology, abbreviations and sayings as others might not be aware of what these mean.

Recommended Blogs to follow:

Athene Donald's Blog

Athene Donald is a professor of physics in the Cavendish Laboratory at the University of Cambridge working on soft matter and biological physics. **Blog** occamstypewriter.org/athened..

Academic Blogs from the LSE: Please explore the wide range of blogs that leading LSE academics have constructed to reflect on hot topics in the Social Sciences: https://blogs.lse.ac.uk/impactofsocialsciences/tag/academic-blogging/



The LinkedIn profile page is the foundation for your personal branding. Here are 20 profile features you should check and update for 2020. Some of them are very quick wins, some of them may take a little bit of time – but all of them are very worthwhile. They will help to give you the LinkedIn profile and personal brand that you deserve.

1. Choose the right profile picture for LinkedIn:

Your profile picture is your calling card on LinkedIn – it's how people are introduced to you and (visual beings that we are) it governs their impressions from the start. Here are some quick tips to start with: make sure the picture is recent and looks like you, make sure your face takes up around 60% of it (long-distance shots don't stand out), wear what you would like to wear to work, and smile with your eyes!

2. Add a background photo

Your background photo is the second visual element at the top of your profile page. It grabs people's attention, sets the context and shows a little more about what matters to you. More than anything, the right background photo helps your page stand out, engage attention and stay memorable.

3. Make your headline more than just a job title

There's no rule that says the description at the top of your profile page has to be just a job title. Use the headline field to say a bit more about how you see your role, why you do what you do, and what makes you tick. If you've got sales reps at your company who are on the ball with social selling, then take a quick look at their profile page headlines for inspiration. They will almost certainly have more than their job titles in there.

4. Turn your summary into your story

The first thing to say about your LinkedIn summary is – make sure you have one! It's amazing how many people still leave this field blank when creating their LinkedIn profile. Your summary is your chance to tell your own story – so don't just use it to list your skills or the job titles you've had. Try to bring to life why those skills matter – and the difference they can make to the people you work with. Don't be afraid to invest some time, try a few drafts, and run your summary past people you know. This is your most personal piece of content marketing – and it's worth the effort.

5. Declare war on buzzwords

Buzzwords are adjectives that are used so often in LinkedIn headlines and summaries that they become almost completely meaningless. Our regular rankings of the most over-used buzzwords include terms like 'specialised', 'leadership', 'focused', 'strategic', 'experienced', 'passionate', 'expert', 'creative', 'innovative' and 'certified'. Now I'm not saying you can't describe yourself as these things – or that they don't matter. However, just using these words won't convince people that you have these qualities. You need to demonstrate them as well – both in the way you describe yourself, and in the way, you use LinkedIn profile features to show what you're about.

6. Grow your network

One of the easiest and yet most relevant ways to grow your LinkedIn network is to synch your profile with your email address book. This enables LinkedIn to suggest people you could connect with. It's amazing how effective this can be at surfacing relevant people for you to reach out to – and no connection requests are sent without your permission, so you can vet all of the potential connections. Beyond this, get into the habit of following up meetings and conversations with LinkedIn connection requests – it's a great way of keeping your network vibrant and up to date.

7. List your relevant skills

It's one of the quickest of quick wins on LinkedIn – scroll through the list of skills and identify those that are relevant to you. Doing so helps to substantiate the description in your Headline and Summary, and provides a platform for others to endorse you. However, the key here is staying relevant. A long list of skills that aren't really core to who you are and what you do, can start to feel unwieldy. Take time for a spring clean of your skills list every now and then.

8. Spotlight the services you offer

Services is a new LinkedIn feature that helps to showcase the range of services that you offer. Filling out the Services section of your profile can boost your visibility in search results.

9. Spread the endorsement love

Endorsements from other members substantiate your skills and increase your credibility. How do you get endorsed on LinkedIn? For starters, go through your network and identify connections who you feel genuinely deserve an endorsement from you – that's often the trigger for people to return the favour. Don't be afraid to reach out with a polite message asking for endorsement for a few key skills as well. Remember though – relevance matters. Reach out to people whose endorsement you'd really value.

10. Manage your endorsements more proactively

Once endorsements start to come in, you might find that they skew the emphasis of your LinkedIn profile in ways that don't reflect who you are. It could be that your core area of expertise is content marketing for example, but the people who've worked with you on events are more enthusiastic endorsers. Be proactive in managing your endorsements list using the edit features in the Skills section of your profile – you can choose which to show, and which to hide.

11. Take a skills assessment

A skills assessment is an online test that enables you to demonstrate the level of your skills and display a Verified Skills badge on your profile. Data shows that candidates with verified skills are <u>around 30% more likely to be hired</u> for the roles they apply for – and displaying proof your abilities strengthens your personal brand more generally as well. Displaying the results of your skills assessments is entirely voluntary, and you can retake the tests as often as you like before showing that you've passed.

12. Request recommendations

Endorsements give people viewing your profile a quick, visual sense of what you're valued for. Recommendations take things a step further. They are personal testimonials written to illustrate the experience of working with you. There's a handy drop-down menu in the Recommendations section of your profile that makes it easy to reach out to specific contacts and request recommendations. Take the time to think about who you would most value a recommendation from – and personalise your request. It's worth the extra effort.

13. Showcase your passion for learning

When you complete a course on LinkedIn Learning, you'll have the opportunity to add a course certificate to your LinkedIn profile. You do this from within the Learning History section of your LinkedIn Learning account – where you can also send updates about your learning to your network if choose.

14. Share media and marketing collateral

Sharing case studies, white papers and other brand content helps to show what the business/profession you work for is all about – and helps people understand what makes you tick. It demonstrates passion and commitment as well.

15. Get credit for your thought-leadership with Publications

The Publications section is one of the most under-used elements in LinkedIn profiles – and that means that you can really stand out from the crowd when you use this feature to draw attention to existing thought-leadership content. Have you helped to write an eBook or a White Paper? Or written a post on your blog? The Publications section links your profile to these assets.

16. Share relevant content from your LinkedIn feed

It's one thing to have a network of connections on LinkedIn – it's far better to have an active role in that network, appearing in your connections' LinkedIn feeds in a way that adds value for them. Sharing relevant content with your network is one of the most accessible ways of doing this. You can make a start by keeping a close eye on your LinkedIn feed, and sharing content that you find genuinely interesting – and that aligns with your point of view.

17. Add comments

Sharing is great – but it's just the starting point. When you add comments to your shares, you give yourself greater prominence within the feed and start to express why you think a particular piece of content matters. Well-expressed comments also enable you to share a broader range of content. It might be that you don't agree with a point of view but still find it interesting, for example. A comment that can express that viewpoint starts to establish your opinion and thought-leadership. It's also more likely to draw additional comments, which then raise your profile across LinkedIn. Bear this mind when you're writing your comment – and make sure you're saying something you're happy for people to associate with you.

18. Follow relevant influencers for your industry

Following relevant influencers on LinkedIn helps to put a range of interesting content in your feed, which you can then share with others when you think it adds value. It also helps to give context to your LinkedIn profile, demonstrating your passion for what you do.

19. Become an employee advocate

LinkedIn Elevate is our platform for helping to launch and manage employee advocacy programmes – and it generates some fascinating insights on the impact that employee sharing has for those doing the sharing. In fact, 86% of employee advocates say that sharing content for their business has had a positive effect on their own career. If your business is using Elevate, then it's a great way to take a more active role in getting your brand content out there. If it's not, then it's still worth reaching out to colleagues and asking who's producing content that would be worth sharing on LinkedIn.

20. Publish long-form content – and use it to start conversations

The more you share and comment on content, the more you establish your expertise and thought-leadership credentials on LinkedIn. Publishing long-form posts is the natural next step to take. A great starting point is to monitor the response that you get to your comments and shares. Are there particular subjects and points of view that seem to resonate with your network? Are there comments that you have shared which you feel you could expand on in a post? Evolving your thought-leadership in this way keeps it real — and keeps you plugged into the issues your connections are talking about. Be ready for your long-form posts to start new conversations too. Keep an eye on the comments and be ready to respond.

Getting your LinkedIn profile working harder for you doesn't have to take up hours of your time. Try working through these ideas, building from one to the other – and you'll find that you can make progress quickly, even if you're just able to set aside a few minutes over a lunch break or in the evenings. Once your flexing the full advantages of your LinkedIn profile you'll be amazed what a difference it can make to both you and your business. Make 2020 the year it happens!

Work Experience Opportunities

Virtual Work Experience with one of the UK's leading entertainment communication agencies.



Available Between. 13 JUL 2020 – 17 JUL 2020

Are you passionate about music? This is your opportunity to gain invaluable insight into the music PR industry.

Working on a series of group-based projects you will receive guidance and expert advice from our team of publicists. We will provide an overview of the music industry and the varying roles and responsibilities, as well as guidance on writing your CV, where to look for further work experience and more. More details can be found here:

https://www.s4snextgen.org/schools/opportunitiesv2/ViewOpportunity/id/742

VWEX: Exciting hairdressing placement with Hooker & Young

HOOKER & YOUNG

Available Between: 29 JUN 2020 - 3 JUL 2020

This is an exciting one-week opportunity for students to experience the world of hairdressing.

HOOKER & YOUNG are a multi-award-winning salon group in the north of England. With four salons, the Hooker & Young brand is synonymous with style and pride themselves in offering the very best in hairdressing services to their loyal clientele. Numerous award wins confirm their credibility and earn them the respect they have within the hairdressing industry.

Many of our team of 50 hairdressers are home grown - by joining the company straight from school they have proved why a career in hairdressing is the best!

We are looking for work experience students who are interested in a career in hairdressing. This will be a one-week virtual placement giving you an insight into the world of hair and the opportunities available to you - from how we teach the craft, to building a clientele or becoming a hairdressing superstar and travelling the world. Your week will include creative tasks to get your mind working in a creatively, case studies with young people who are living the dream and tips on how to get your dream job. By the end of the week you will know everything there is to know about salon life, the hairdressing industry and your future career path. More details can be found here:

https://www.s4snextgen.org/schools/opportunitiesv2/ViewOpportunity/id/740



Black Lives Matter: Where does 'taking a knee' come from?

IMACES

Protesters around the world have been "taking a knee" at demonstrations following the death of George Floyd in police custody in the US state of Minnesota, while the UK's foreign secretary has been criticised for wrongly saying the gesture seemed to be taken from TV show Game of Thrones.

Where does taking a knee as a form of protest come from?

NFL quarterback Colin Kaepernick sat on the bench during the US national anthem to protest against police brutality and racism in a pre-season game on 26 August 2016.

After discussing his motivations with Nate Boyer, a military veteran and former NFL player, Kaepernick switched from sitting to kneeling on one knee on 1 September 2016, generating national media attention. Kaepernick said at the time: "I am not going to stand up to show pride in a flag for a country that oppresses black people and people of colour."

Kaepernick's former teammate, Eric Reid, who began kneeling with him, said: "We chose to kneel because it's a respectful gesture. I remember thinking our posture was like a flag flown at half-mast to mark a tragedy."

What was the reaction at the time?

Some fans were not happy with Kaepernick's actions, calling them unpatriotic and accusing him of disrespecting the flag.. US President **Barack Obama defended the player**'s constitutional right to make a statement, and pointed to the long history of sports figures protesting.



But the following year, recently inaugurated President Donald Trump said that Kaepernick, and any other players who joined him, should be fired by their teams. His comments divided opinion and led to scores of athletes, managers and coaches - across several sports - performing some kind of protest or gesture of solidarity in September 2017.

In 2018, the NFL introduced a rule requiring players to stand during the anthem, but this has since been repealed. Kaepernick himself stopped playing for the 49ers in 2017 and has not had a contract since.

What's happened at Black Lives Matter protests?

Taking a knee has become a common sight at demonstrations in the wake of George Floyd's death.

Starting at the end of May in Minnesota, protesters took the knee and called on the police to join them.



Kaepernick offered support to the protesters and offered to help those arrested with legal fees.

What about previous uses of the gesture?

An image of Martin Luther King going down on one knee while in prayer at a civil rights march in 1965 has been widely used in recent years. As well as prayer, in some US sports participants take a knee when a player is injured.

Our focus this week is on building up a strong Social Media Platform, here are the very best you can follow who are highly regarded as Equality Influencers for change

Rachel E Cargle: Academic, writer, and lecturer Rachel encourages critical thinking and guides conversations through her social media platforms. Her academic work and activism centre around provisioning the resources and tools needed to explore the intersection of race and womanhood. Teaching students about the racist histories of different American systems, she has featured in publications ranging from The Washington Post to Harpers Bazaar, as well as making an appearance on the TEDx stage.

Follow Rachel on <u>Rachel Cargle</u> or on Instagram <u>@rachel.cargle</u>.

Grace F Victory: Blogger, YouTuber, mental health advocate, <u>columnist</u> and podcast host Grace is an award-winning creator. Talking about the problems that all young people face, her work has covered everything from plus size fashion to therapy, sex to diet culture, trauma to self-awareness and spirituality. Together with Simone Powderly, their podcast, <u>The Sister Space Podcast</u>, is a remembrance of power and a safe space to be. Looking at important, relevant, and often difficult topics, the focus is on healing, and how open conversation can help us to get there.

Trevor Noah: Comedian, talk show host and New York Times bestselling author Trevor Noah is perhaps best known for his debut book, *Born a Crime: Stories from a South African Childhood* as well as more recently, for his role as the host of the award-winning *The Daily Show*. Born in South Africa to a black South African mother and white European father, Trevor's book shares a collection of personal stories about growing up in South Africa as apartheid came to an end. Known for his social and political commentary, Trevor is a captivating and heartfelt speaker who blends comedy with impactful, thought-provoking stories and news to engage audiences worldwide.

Follow Trevor at <u>Trevornoah</u>, on <u>Youtube</u> or Instagram <u>@thedailyshow</u>.

Reni Eddo-Lodge: Award-winning journalist, author, and podcaster Reni is perhaps best known for her critically acclaimed debut non-fiction book, Why I'm No Longer Talking to White People About Race. Exploring her frustration with the way race and racism in Britain were being led by those not affected by it, her book explores issues ranging from whitewashed feminism to the link between class and race, eradicating black history to white privilege. Uncomfortable, but essential reading, her work is an eye-opening reflection on experiences of racism in Britain. Reni's podcast, About Race looks to take the conversation a step further. Featuring key voices in anti-racist activism, you can listen to the podcast for free now.

Follow Reni on Twitter, or at Reni Eddo-Lodge.

Mireille Cassandra Harper: Writer, assistant editor, publicist, and contributor to @girlsletstalk - a place for women to learn, educate, inspire, and connect - has created a 10 step guide for those who actively want to support and by an ally. Campaigning and fighting for equality, Mireille uses her learned experience, skills, and compassion to offer advice to allies. You can check out her further recommended reading through these Twitter and Instagram accounts.

Follow Mireille on <u>Twitter</u> or Instagram <u>@mireillecharper</u>.

Alishia McCullough: Mental health therapist, author, and self-love promoter Alishia speaks frequently about black feminism, race, body justice, and anti-diet culture. A guest on the <u>Be Well, Sis</u> podcast, Alishia spoke about her journey and experiences as a black therapist, as well as the racial disparities in diagnosing eating disorders in marginalised communities, and the importance of having (and enforcing) mental health boundaries.

Follow Alishia @blackandembonied.

Layla F. Saad : Writer, speaker, and host of the <u>Good Ancestor podcast</u> Layla speaks frequently on the topics of race, identity, personal transformation, leadership, and social change. Her bestselling debut book, <u>Me and White</u> <u>Supremacy</u> is all about recognising your privilege, combatting racism, changing the world, and becoming a good ancestor.

Follow Layla at <u>Laylafssad</u>, on <u>YouTube</u> or Instagram <u>@laylafsaad</u>.

Dr Dwight Turner:Dr Turner is a psychotherapist and senior university lecturer. His upcoming book is set to link the intersectional theory of privilege and otherness to counselling and psychotherapy. In a recent blog for BME Voices Talk Mental Health, a platform where BME therapists share good practice and research, Dr Turner shared his personal experiences as a black man with fear, therapy, isolation, and activism.

You can read his article, <u>Black Steel In The Hour Of Chaos</u> for free on BMEvoices. Follow Dr Turner on <u>Twitter</u>.

UNIVERSITY/POST 18 OPPORTUNITIES:

University of Exeter MOOC:	The Dritish Francisc continues to course or suppose discourse and	
Empire: the Controversies of British	The British Empire continues to cause enormous disagreement	
Imperialism (Black Lives Matter)	among historians. Find out why and join the debate for free: https://www.futurelearn.com/courses/empire	
Importation (Black Elvos Mattor)	nttps.//www.ruturelearn.com/courses/empire	
Virtual Event with U.S. and UK	On International Women in Engineering Day #INWED20 there will be a	
Polar Researchers IHO	virtual discussion with American scientists <u>Dr. Erin Pettit</u> , <u>Dr. Britney</u>	
International Women in	Schmidt, and British scientist Dr. Joanne Johnson. As leading members	
Engineering Day:	of the <u>International Thwaites Glacier Collaboration</u> , the panel will	
Tuesday, June 23rd, 3-4pm	speak about their careers, Antarctic investigations, and topics ranging	
Express Interest <u>here</u>	from climate science and extreme engineering to environmental	
-	sustainability and resilience.	
 UCAS Hub Start here Tuesday, 23 June – Q&A with the 	By signing up to the UCAS Hub, you can plan your next step. The best bit – you can save your progress and carry on whenever you want. Lots of handy tools have been created to help you make choices and start your university planning	
universities of Oxford and Cambridge	The explore tool – where you can search subjects and discover courses.	
Wednesday, 24 June – Applying for medicine courses	The notepad – so you can keep all your thoughts about your next step in one place.	
 Thursday, 25 June – Applying for dentistry courses 	 Apprenticeship finder – for the latest vacancies, locally and nationally. 	
 Friday, 26 June – Applying for veterinary courses 		
#FuturesUP - 9 July 1pm-4pm Futures UP is a multi-industry	Students can build their own agenda, choosing from four inspiring sessions: Agenda	
networking event, designed to support students to gain valuable insights into the world of work and build their	1.00-1.30pm Welcome and resilience presentation from our partners, PwC	

professional network

1.30-2.30pm

Session 1: Finance and accounting with UBS, J.P. Morgan, PwC & KPMG

Session 2: Digital and consultancy with PwC, Deloitte & IBM 2.30-3.30pm

Session 3: STEM with Arm, MBDA and GCHQ Session 4: Law with Clifford Chance & DWF 3.30-4.00pm

Wrap up, survey and inspiring speaker (TBC)

To apply, students will need to prepare a short motivation statement about why they want to attend the session and submit this via the **Uptree website**. Student's should find out if they are successful one week before the event.

Imperial College Presents:

Science Breaks: Exploring volcanoes, old and young

Professor Chris Jackson, Professor of Basin Analysis, Department of Earth Science and Engineering

Date and time: Thursday 25 June

2020, 12.30 pm

Queen Mary University of London Upcoming Virtual Open Days

on Thursday 25 and Friday 26 June.



Join Professor Chris Jackson for the launch of Science Breaks! Chris will discuss his work exploring the evolution of extinct, deeply buried volcanoes and answer your questions in our Q&A session.

Science Breaks is a new, virtual event series showcasing Imperial's research and work taking place at the College.

Science Breaks are open to everyone and free of charge.

Register for free here: https://www.eventbrite.co.uk/e/science-breaks-exploring-volcanoes-old-and-young-tickets-107205221704

Activities will include:

- An overview of Queen Mary and their ethos
- An introduction to their various subject areas and programmes
- Chats with academics, students, student services and support staff about all aspects of student life
- Conversations with admissions, the accommodation team and student finance about applying to Queen Mary and setting yourself up for university life
- Virtual campus tours to acquaint you with their facilities before you see them in person

Register here:

https://app.geckoform.com/public/#/modern/FOEU024ahejSTI a9

Free Talks/ Webinars this week:

Brexit and the Post-COVID-19 Options for the Economy

Monday 22 June 2020 2:00pm to 3:30pm

Please register here

What will be the economic impact of the COVID-19 pandemic on Brexit? More particularly, how might it affect the strategy and interests of the UK as it negotiates a longer-term relationship with the EU27? What if the timelines change? This panel of experts will consider different scenarios for what might happen and what they might mean. Tim Besley is School Professor of Economics of Political Science and Sir W. Arthur Lewis Professor of Development Economics in the Department of Economics at LSE.

Mon, 22 June 2020 6:30 pm - 7:30 pm

Former US Surgeon General Vivek Murthy In Conversation with Matthew Stadlen

Register for free <u>here</u>

In our new age of extreme social isolation, what can we do to solve the deep and abiding need for human connection?

The world seems so connected, and yet we are lonelier than ever. Before the coronavirus pandemic western countries were already struggling with the devasting effects of loneliness. But what lies behind this crisis, and is it possible to reverse? Appointed by Barrack Obama to be Surgeon General of the United States,

Vivek Murthy travelled the US highlighting some of the most pressing health issues of our time, from the opioid crisis to e-cigarettes. But none struck as close to home as the loneliness epidemic. In this free, livestreamed conversation with Matthew Stadlen, Dr Murthy will explore his insights into a unique and largely obscure global health crisis – and reveal the cure. Dr Murthy will offer solutions that can be applied to our individual lives Tue, 23 June 2020 Join engineer and business leader John Browne for 6:30 pm - 7:30 pm 'much-needed antidote to pervasive pessimism' (FT) in this a celebration of progress and socially responsible A Blueprint for a Brighter Future innovation. Today's unprecedented pace of change John Browne in conversation with Hannah MacInnes leaves many people wondering what new technologies are doing to our lives. Has social media robbed us of our privacy and fed us with false information? Are robots Register for free here going to take our jobs? Will better healthcare lead to an ageing population that cannot be cared for? And has our demand for energy driven the Earth's climate to the edge of catastrophe? As a politician, business leader, engineer and philosopher, Lord John Browne is uniquely situated to answer this vision of technological meltdown. Can the same spark that triggers each new innovation be used to counter its negative consequences? Can science and technology produce greater freedom, health, and wealth for all? The COVID-19 pandemic has been devastating. But Wednesday, 24 June 2020, one silver lining has been the tremendous 6:00PM - 7:00PM Leadership Lessons from Lockdown substantial effect on society. **Professor Alex Edmans**

Watch here

responses from businesses and individual citizens, as we've realised how even small actions can have a

A second is that the crisis has caused us to step back, focus on what is truly important rather than merely urgent, and appreciate gifts we normally take for granted.

This lecture will draw leadership lessons from the crisis that we can apply to life post-pandemic

Wed, 24 June 2020 6:30 pm - 7:30 pm

Henry Marsh - A Life in Brain Surgery In conversation with Erica Wagner

Register for free here

What is it like to be a brain surgeon? How does it feel to hold someone's life in your hands? How do you live with the consequences when it all goes wrong?

Henry Marsh spent four decades operating on the human brain. In that time he became renowned not only as a leading neurosurgeon but as one of modern medicine's most eloquent, compassionate and humane figures, appearing as the subject of BBC documentaries including the Emmy-awardwinning film The English Surgeon and earning acclaim for his internationally bestselling, awardwinning memoirs *Do No Harm* and *Admissions*.

Thursday, 25 June 2020, 6:00PM - 7:00PM The Family Court in Lockdown	In this conversation with journalist and scholar Erica Wagner, he will reflect on the experiences that have shaped his career and life, gaining a deeper understanding of what matters to us all in the end. How has lockdown affected the Family Court? Gresham Law Professor Jo Delahunty QC chairs a
Professor Jo Delahunty QC, Louise Tickle, Lucy	panel of senior lawyers and journalists discussing the issues faced by family courts and by families during lockdown.
Reed, Cyrus Larizadeh QC Watch <u>here</u>	How has COVID-19 affected child protection? How have lawyers maintained professional and family links under lockdown? Have vulnerable clients been locked out from Court and their lawyers? Have families lost face to face contact with babies and children in foster care under social isolation policies and the closure of contact centres?
	The discussion will explore how the family court is adapting and functioning and how legal professionals are working and coping inside and outside the court.
Thu, 25 June 2020	Just as climate change is accelerating, so too must we –
6:30 pm - 7:30 pm	summoning up a greater sense of urgency, courage and
Hope In Hell: How to Confront the Climate Emergency Jonathon Porritt In Conversation with Matthew Stadlen Register for free here	shared endeavour than humankind has ever seen before. In this free, live-streamed conversation with Hannah MacInnes, eminent environmentalist Jonathon Porritt confronts that dilemma head on. As the former director of Friends of the Earth and chair of the Green Party, Jonathan has dedicated his life to protecting our planet from destruction and building a
Register for free <u>here</u>	sustainable future.
Life After COVID-19: challenges and policy response Friday 26 June 2020 12:00pm to 1:30pm Register here	Join the LSE for this online public event with the former leaders of Australia, Chile, Italy and New Zealand.



UPCOMING VIRTUAL TALKS

Speakers for Schools is an organisation that brings leading experts and academics to the attention of state school children, they are excited to present their weekly VTalks schedule below! To view anonymously, click on the Vtalk link in the schedule below and select: (Watch on the web instead > Join anonymously).

Tips on participating in the VTalk

To access the talks, links should be opened in a browser that is not Internet Explorer and students should join the live event anonymously, there is no need to create a login.

Further guidance on how to access talks can be **found here**

MONDAY, 22nd - FRIDAY, 26th JUNE 2020 VTALKS SCHEDULE

DATE	SPEAKER	INFO
Mon 22 nd June 10am <u>Add to calendar</u>	Zoe Irwin , Creative Director, John Frieda	The Independent calls her "the Stella McCartney of hairdressing" Her innovative styling menu using Liberty prints caused a beauty blogger meltdown two summers ago And such is her industry kudos that hairdressing multi-millionaire John Frieda asked her to join his salon group as creative director. Join us as Zoe Irwin discusses all things hairdressing and creativity, sharing insights into her career, life lessons and advice with students from 11-18years.
Mon 22 nd June 2pm <u>Add to calendar</u>	Armando Iannucci, Oscar-nominated Writer & Director	Oscar nominated writer, director and producer Armando Iannucci will be speaking to SFS and young people across the UK about his career in comedy on film, TV and radio and answering your questions!
Tues 23 rd June 10am <u>Add to calendar</u>	Richard Waterworth, General Manager, UK & EU, TikTok	Rich Waterworth will be joining SFS and students across the UK to discuss his own career journey and to demystify TikTok and the work that takes place within the organisation!
Tues 23 rd June 2pm <u>Add to calendar</u>	Tamara Holmgren, Engineer and Project Manager, BP	Join SFS and Tamara Holmgren, Engineer and Project Manager at BP on International Women in Engineering Day for an interview that will focus on STEM careers and Tamara's career journey to date.
Wed 24 th June 10am <u>Add to calendar</u>	Maurits van Tol, Chief Technology Officer, Johnson Matthey	Maurits van Tol will be interviewed by SFS before moving to student Q+A. Tune in to learn more about Maurits' career in STEM and life lessons and advice.

Wed 24 th June 2pm <u>Add to calendar</u>	Bernadine Brocker Wieder, CEO, Vastari Group Ltd	Interested in how exhibitions are put on? Join Bernadine Brocker Wieder to explore how she got to where she is today and more about her role.
Thurs 25 th June 2pm <u>Add to calendar</u>	In collaboration with Penguin Talks: Big Narstie & Ciaran Thapar	How to believe in yourself British MC, rapper, TV presenter and author of How to be Narstie, Big Narstie, joins youth worker and freelance writer, Ciaran Thapar, to discuss the importance of living your own life and believing in yourself.
Fri 26 th June 10am <u>Add to calendar</u>	James Worrall, Founder, Leaders in Sport	Join us as James Worrall shares life lessons and top tips from leaders in sport.

The focus this week is on IT and Computer Science

- Gain as much experience of working with computers and programmes in a wide variety of context as you can
- Get work experience with a computer company or a company with a large IT department
- Get a paid gap year placement in an IT company or the IT department of a company with the Year in Industry scheme: http://www.etrust.org.uk/year in industry.cfm
- Enter the British Informatics Olympiad: http://www.olympiad.org.uk
- If you are female, investigate the *Women in Technology* website which has advice on getting into ICT and information about the AXIOS A Star awards which offer bursaries to encourage female students into ICT: http://www.womenintechnology.co.uk

What should I be reading?

- The Computer: A Very Short Introduction, Darrel Ince, Oxford University Press
- Out of Their Minds by D Shasha and Cathy Lazere.
- The Pattern on the Stone: The Simple Ideas That Make Computers Work by Daniel Hillis.
- *The Pleasures of Counting* by Tom Körner.
- *The Code Book* by Simon Singh.
- Algorithmics: The Spirit of Computing by David Harel.
- *The New Turing Omnibus* by A Kee Dewdney.
- Articles by Sara Robinson: http://www.msri.org/people/members/sara/
- Articles by Brian Hayes in American Scientist archived at: http://www.americanscientist.org/authors/detail/brian-hayes
- Good suggested reading list from Oxford University Computer Science department: http://www.comlab.ox.ac.uk/admissions/ugrad/Background reading

Which websites will be useful?

- Computer Science Unplugged: http://csunplugged.org/
- CS4FN Computer Science for Fun website with twice-yearly magazine
- Oxford University GeomLab website: http://www.cs.ox.ac.uk/geomlab/home.html
- The website for web developers and web designers: http://www.webreference.com/
- coolhomepages for website design: http://www.coolhomepages.com/
- The online computer dictionary: http://www.webopedia.com/
- howstuffworks: http://computer.howstuffworks.com/dns.htm
- The IT encylopaedia and learning centre: http://whatis.techtarget.com/

OTHER WAYS YOU CAN ENHANCE YOUR IT/COMPUTER SCIENCE APPRECIATION

Computational Fairy Tales by Jeremy Kubica.

A romp through the principles of computational thinking, illustrating high-level computer science concepts, the motivation behind them, and their application.

Algorithms to Live By: The Computer Science of Human Decisions.

A fascinating exploration of how computer algorithms can be applied to our everyday lives.

Where could Computer Science take you?

Carry out some research to find out about some unusual careers with the tech and Computer Science industry. Digital locksmith? Drone operator? Professional hacker?

Map of Computer Science.

A fantastic short video summarising the field of computer science.
https://www.youtube.com/watch
? v=SzJ46YA RaA

BBC Click.

Watch this weekly BBC television programme covering news and recent developments in the world of consumer technology and innovations.

http://www.bbc.co.uk/programme s/b006m9ry/episodes/player

Where it all started

Watch the TedTalk on The birth of the computer. | George Dyson https://www.youtube.com/watch? v=EF692dBzWAs&index=1&list= PLF7032F8EB1A4F9E2

No more teachers.

Write a short essay debating the following question - Will computer assisted education replace the need for teachers in the future?

The year 2100.

Imagine that it is the year 2100. What will the world be like? How will technology have changed? What new inventions will have been created? Sketch a picture of a large city giving a perspective on what you think the world will be like in 2100.

Intelligent Machines.

Write a short essay debating the following question – Are computers more intelligent than the people who make them?

Bebras

Check out some of the brilliant computational thinking challenges and develop your problem solving skills at http://www.bebras.uk/

Computer Science Fundamentals.

A collection of interactive quizzes that will help you master computer science fundamentals.

https://brilliant.org/courses/computer-science-fundamentals/

Raspberry Pi

Why not get yourself a credit card sized computer? There are so many projects you can complete with this tiny computer. Take a look here for inspiration. https://raspberrypi.org/magpiissuesProjects_Book_v1.pdf

Create your own website

Use this Code Academy tutorial to develop your skills using HTML and CSS to build your own website.

https://www.codecademy.com/c o urses/web-beginnerenHZA3b/0/1

Python

Develop your Python programming skills by challenging yourself to complete as many tasks on Snakify as you can. https://snakify.org/

Centre of Computing History - Plan a visit to the Centre of Computing History Rene Court, Coldhams Road, Cambridge, CB1 3EW http://www.computinghistory.org.uk

The Register

The Register (nicknamed El Reg) is a British technology news and opinion website. Keep up to date by subscribing and reading news articles regularly.

https://www.theregister.co.uk/

The questions computers have never answered

There are still some problems which computers and their designers are yet to solve. But what are they? https://www.wired.com/2014/02/ halting-problem/

BBC Click

Watch this weekly BBC television programme covering news and recent developments in the world of consumer technology and innovations.

http://www.bbc.co.uk/programme s/b006m9ry/episodes/player

Artificial Intelligence

Write a short essay debating the following question - Will Artificial Intelligence Replace Mankind?

SQL

Use these Khan Academy tutorials to learn how to use SQL to store, query, and manipulate data. https://www.khanacademy.org/c omputing/computerprogramming/ <u>sql</u>

Perscoding

Put together a team and take on other year 7-11 students across this country in some really challenging coding tasks! https://persecoding.net/about/

The Pattern on the Stone The **Simple Ideas That Make Computers Work by Daniel Hillis**

A short but interesting read explaining the basic concepts of the computer in everyday language.

The National Museum of Computing

Plan a visit to The National Museum of Computing - Bletchley Park MILTON **KEYNES MK3 6EB**

Watch the TedTalk on Computing a theory of everything | Stephen Wolfram

challenging problems.

The GCHQ Puzzle Book

Why not pit your wits against the

book will have you scratching your

head for hours trying to solve some

Making all knowledge computational

people who cracked the Enigma? This

https://www.youtube.com/watch? v=60P7717-XOQ&index=5& list=PLF7032F8 EB1A4F9E2

The story of computing

This Guardian blog talks about the Computing universe and the evolution of computers. https://www.theguardian.com/sci ence/audio/2015/jan/30/computi ng-universe-science-weeklypodcast

The Internet of Things

Probably the most pervasive trend is the Web of Things, where just about everything we interact with becomes a computable entity. Research how future developments in this area may change or revolution

Looking to purchase a new computer

Purchase components separately to

piece together in creating your own

or laptop? Well, instead your

challenge is to build your own!

CyberFirst

Get hands on with Cyber Security course run by GCHQ. They offer a variety of residential and nonresidential courses.

https://www.gchqcareers.co.uk/ earlycareers/cyberfirst.html

Python

Develop your Python programming skills by challenging yourself to complete as many tasks on Snakify as you can. https://snakify.org/

Bletchley Park

system.

Build your own

Plan a visit to the home of codebreaking at Bletchley Park - The Mansion, Bletchley Park, Sherwood Drive, Bletchley, Milton Keynes, MK3 6EB https://bletchleypark.org.uk/

CyberDiscovery

<u>m/</u>

Take part in the callenges offered at CyberDiscovery to see if you have what it takes to be a cyber security expert! https://www.joincyberdiscovery.co

Render Man

Why not download the software that Pixar uses to make award winning films and take part in the online course in collaboration with Khan Academy:https://www.khanacademy. org/partn er-content/pixar

Algorithms to Live By The Computer Science of Human Decisions

A fascinating exploration of how computer algorithms can be applied to our everyday lives.

AI at MIT

Take a look at this fascinating series of lectures on Artificial Intelligence by Patrick Winston at MIT. https://ocw.mit.edu/courses/electricalengineering-and-computerscience/6-034-artificialintelligence-fall-2010/lecturevideos/lecture-7-constraintsinterpreting-line-drawings/

<u>=PLF7032F8EB1A4F9E2</u>

No Touch Interfaces

Markram

Forbes ranks no touch interfaces within the top five trends that will drive the future of technology. What can you find out about no touch interfaces? How may they benefit future technological developments?

Mysteries of the mind can be solved

A brain in a supercomputer | Henry

https://www.youtube.com/watch?

v=LS3wMC2BpxU&index=10&list

Big Data

Watch the TedTalk on The year open data went worldwide | Tim BernersLee https://www.youtube.com/watch?v=3YcZ3Zqk0a8&list=PLF7032F8EB1A4F9E2&index=20

P versus NP problem

This is a major unsolved problem in Computer Science. If the solution to a problem is easy to check for correctness, is the problem easy to solve? What do you know about P vs NP? Do you think this problem will ever be solved?

Quantum Computing

Shor's Algorithm focusses on quickly factorising numbers into primes. Write a short essay summarising how the birth of quantum computing allowed for efficient integer factorisation.

Spark

Spark is an ongoing conversation about our rapidly changing world. Along with you, host Nora Young explores how technology, innovation and design affects our lives.http://www.cbc.ca/radio/spark

Programming Throwdown

Programming Throwdown offers a general introduction to a wide range of programming-related topics in an interesting and engaging manner. http://www.programmingthrowdown.com/

Advanced JavaScript

Use these Khan Academy to combine JS, and mathematical concepts to simulate nature in your programs https://www.khanacademy.org/computing/computerprogramming/programmingnatural-simulations I

Project Euler

Test your problem solving and computational thinking skills through a series of challenging mathematical/computer programming problems http://projecteuler.net./

MOOCs

Why not take one of the many online courses delivered by some of the best teachers/schools to further your Computing Skills. Topics range from AI to security to big data. Some courses can even count as credits towards a degree! Check out the list at http://learnict.it/great-moocs-for-a-level-students/

Machine learning

Research the limits of machine learning and what the future holds? Will machines take our jobs? Why did Elon Musk and Mark Zuckerberg have a public spat about it?

Why is Google investing so heavily in it? Check out where Google is taking it next https://youtu.be/gmWIf5sINEc

Computational Thinking to Solve Problems!

Have a look at this great Ted Talk! Try to brainstorm and write up and idea of a problem that you think can be solved with Computer Science. https://youtu.be/-Ht4qiDRZE8



In our penultimate bulletin of this academic year (29th June), We will look at Communication and Sport